

## Message Text

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61

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
----- 076220

R 152321Z MAR 75  
FM AMEMBASSY LONDON  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 9332

UNCLAS LONDON 04059

E.O. 11652: N/A  
TAGS: BEXP, BTRA, UK  
SUBJECT: COUNTRY COMMERCIAL PROGRAM - FOREIGN BUYERS TO  
U.S. FY 1976

REF: STATE A-517, JANUARY 19, 1975; LONDON'S 798, JANUARY  
17, 1975

1. EMBASSY WILL PROMOTE ATTENDANCE AT THE FOLLOWING  
SHOWS IN FY 1976:

AUGUST 26-28, 1975: NATIONAL HARDWARE SHOW, MCCORMICK  
PLACE, CHICAGO.

JANUARY 9-14, 1976: THE TRANSWORLD HOUSEWARES VARIETY  
EXHIBITION. INTERNATIONAL AMPHITHEATER, CHICAGO

FEBRUARY 8-12, 1976: NATIONAL SPORTING GOODS ASSOCIATION  
47TH ANNUAL CONVENTION AND SHOW, CHICAG.

MAY 16-22, 1976 IPE '76 (INTERNATIONAL PETROLEUM EXPOSIT-  
ION), TULSA

2. LEAD TIME AS USUAL IS CRITICAL IF EFFECTIVE PROMOTION  
OF TRAVEL TO U.S. TRADE SHOWS IS TO BE SUCCESSFULLY  
CARRIED OUT. EMBASSY WOULD APPRECIATE RECEIVING AT THE  
EARLIEST POSSIBLE THE FOLLOWING INFORMATION AND LITERAT-  
URE WHERE AVAILABLE FOR ALL FOUR SHOWS LISTED:

BROCHURES (350 COPIES), CATALOGS, BACKGROUND  
DATA ON PRODUCT LINES EXHIBITED, LISTINGS OF  
LAST YEAR'S U.K. ATTENDEES, NAME OF ANY LOCAL  
U.K. PROMOTER ENGAGED BY SHOW AUTHORITIES, AND  
DETAILS OF SPECIAL ARRANGEMENTS BEING MADE AT  
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SHOWS FOR FOREIGN VISITORS, AND COPIES OF LAST

YEARS CATALOGS.

3. AIRGRAM FOLLOWS ON USTS-EMBASSY COORDINATION ON  
FOREIGN BUYER TRAVEL.

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 15 MAR 1975  
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**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975LONDON04059  
**Document Source:** CORE  
**Document Unique ID:** 00  
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**From:** LONDON  
**Handling Restrictions:** n/a  
**Image Path:**  
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**Legacy Key:** link1975/newtext/t19750347/aaaabqfo.tel  
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